

THE INFLUENCE OF ISSUE “THE SON” FACTORS ON ELECTION CAMPAIGN COMMUNICATIONS OF GOVERNOR AND VICE GOVERNOR OF SOUTH SULAWESI 2013

HARMIN HATTA¹ & M. IQBAL SULTAN²

^{1,2}Communication Studies, Faculty of Social and Political Sciences, Hasanuddin University,
Makassar, South Sulawesi, Indonesia

ABSTRACT

Direct elections for the post of executive and legislative candidates spawned the creation of communication to attract, mobilize and attract voters. This study aimed to (1). Effect of issue of the son “Ilham - Azis” the behavior of voters in the election of Governor and Vice Governor of South Sulawesi Province in 2013 in Enrekang. (2). Influence of political money “Ilham - Azis” the behavior of voters in the election of Governor and Vice Governor of South Sulawesi Province in 2013 in Enrekang. (3). Influence of political machines “Ilham - Azis” the behavior of voters in the election of Governor and Vice Governor of south Sulawesi Province in 2013 in Enrekang. (4). Dominant variable effects on the behavior of voters vote “Ilham - Azis” inspiration in the election of Governor and Vice Governor of south Sulawesi Province in 2013 in Enrekang. The research was conducted in Enrekang. Selected samples with disproportionate random sampling as much 210 people. Data collection method used were focus group discussion and questionnaires. Data were analyzed with regression. The results showed that all three variables positively influence the behavior of voters in choosing a pair Ilham - Azis on the election of Governor and vice Governor of Sulawesi in 2013 in Enrekang, but the most dominant is the Son of Local Issues.

KEYWORDS: Lokal Sons, Voter Behavior

INTRODUCTION

Reformation generates a new changes in Indonesian politics became increasingly dynamic. Nimmo in Muliana (2004), defines politics as the activities that collectively regulate their actions in the conditions of social conflict. In many ways people differ from one another-physical, talents, emotions, needs, goals, initiatives, behavior, and so on. Further, Nimmo explained, these differences sometimes stimulate argument, disagreement, and strife. Sendjaja, *et. al.*, (2009), write some communication form, where communication is commonly used in the election campaign such as; the interpersonal communication, group communication, organizational communication, and mass communication. Interpersonal Communication usually done by candidates to influence the perceptions and attitudes of the audiences.

Harold D. Laswell (in Arifin, 2003) presents a model of communication in quite simple, namely "who, says what, in the which channel, to Whom, with what effect (who, says what, through which channel, to whom, with effect what). Anyone, including media subject, person or party. All communications made events, including political campaigns have a purpose, namely to influence the target. Influence or effect is the difference between what is thought, felt, and done by the recipient before and after receiving the message Stuart and Jamias (in Cangara, 2007). Nan Lin (in Cangara, 2003) states that the effect can occur in the form of changes in knowledge, attitudes and behavior. At the level of knowledge of the

effects could occur in the form of changes in perceptions and opinions. Moderate changes in attitude occur in the form of internal changes in a person that is organized in the form of principles as a result of the evaluation.

Meanwhile, Brennan and Lomasky (in Firmanzah, 2007), stated that the decision to choose during elections is expressive behavior. This behavior is not much different from the behavior of supporters who provide support on a football team. The impact and influence of political advertising cannot be seen directly, and according to the custom, but deferred. Therefore, a political campaign is the creation, re-creation, and transfer of significant emblem continuously through communication, Dan Nimmo, (in Setiyono, 2008). According to the theory of Samuel P. Huntington, the definition of native son is a person who was born of the area and they were not born in the area but have parents who are from the area. At least we can native son categorizing in some level. First, is the son-biological geographical area, the candidate who was born in the area. Either with parents native to the area or with parents from outside the area.

The issue is a native son personally latent form to the values of equality and pluralism, as well as the process of social integration. More than that is harming the substance of democratic values. Democracy gives equal rights for everyone to vote and be elected in political activities, be it the election of Governors, Regency and Mayors. Issuing native Son mean hindering a person's chance to compete fairly participate in any political activity. Ilham is now being looked at province governor election. Its success led Makassar two periods would be a strong capital for him to lead this area. With the capacity is also accompanied by a strong network, believed he could deliver a more prosperous South Sulawesi. The purpose of this study was to determine the effect of the issue of native son, money politics, political machines and a more dominant variable "Inspiration - Aziz" on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang Regency.

MATERIALS AND METHODS

Research Design

This research was conducted in Enrekang. This mixed descriptive qualitative and quantitative data collection is carried out in the field, so the events are found and the relative influence of variables on the election of governor and deputy governor of South Sulawesi, 2013.

Population and Sample

The number of population was 142 586 people that are listed in the entire voters of Enrekang Election Commission, the election of the Governor and Deputy Governor of South Sulawesi 2013. Sampling technique used in sampling is disproportionate random sampling i.e., sampling of members of the population at random and disproportionate Sugiyono (2008). In this study a population based sample of each of these research. On overall sample taken randomly determined. Of the three districts some samples were selected as representative of the township. So that the sample in this study was 210 people.

Methods of Data Collection

This study uses descriptive qualitative analysis and quantitative research undertaken through data collection in the field. Data collection methods used in the study consisted of group discussions (FGDs) were conducted to determine how audiences feel about a product, service, or issue Berger (Ida, 1998). This group of people gathered and invited to discuss the situation freely or free form discussion. Questionnaire, the method of data collection conducted by researchers by

providing a list of questions / statements to the respondents to answer, then the answer to any of these questions is determined by using a Likert scale scores. Documentation, the method of data collection conducted by researchers with studying and examining the documents that have relevance to the research problem.

Data Analysis

The data were processed using a computer assistance program SPSS for windows version 13.0. To see how much the relationship between variables and factors influence the issue of native son "Inspiration - Aziz" in the communication campaign on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang used regression analysis.

RESULTS

Respondents Characteristics

Table 1. Characteristics of the respondent's age level at the election of Governor and Vice Governor of South Sulawesi in 2013,

Table 1: Data of Respondents Age on Governor Election in South Sulawesi, 2013 in Enrekang

| No | Age | Respondents | Percentage |
|----|--------------|-------------|-------------|
| 1 | 17-24 year | 22 | 10,48 % |
| 2 | 25-34 | 80 | 38,10% |
| 3 | > 35 | 108 | 51,42% |
| | Total | 210 | 100% |

Table 1 showed that of 210 respondents, there are 22 people or (10.48%) who had 17-24 age groups, 80 people (38.10%) were have between 25-34 age groups, and 108 or (51.42%) had other age groups 35 and over. From the table it can be concluded that the respondents were aged 35 years or older have a strong tendency towards matters relating to information and political developments.

Table 2: Data of Respondents Sex on Governor Election in South Sulawesi, 2013 in Enrekang

| No | Sex | Respondents | Percentage |
|----|--------------|-------------|--------------|
| 1 | Male | 119 | 56,7% |
| 2 | Female | 91 | 43,3 % |
| | Total | 210 | 100 % |

Table 2 shows the sex of the respondent that of 210 people, there are 119 or (56.7%) were male, and 91 or (43.3%) were female of the voters on Election Governor and Vice Governor of South Sulawesi in 2013 in Enrekang. The number of male respondents more because the field sampling is that the majority of household heads are male

Table 3: Data of Respondents Education on Governor Election in South Sulawesi, 2013 in Enrekang

| No | Education | Respondents | Percentage |
|----|--------------------------|-------------|--------------|
| 1 | Basic school | 24 | 11,4 % |
| 2 | Junior high school | 26 | 12,4 % |
| 3 | Senior high school | 98 | 46,7 % |
| 4 | Diploma (D1, D2, and D3) | 15 | 7,2% |
| 5 | S1 and S2 | 47 | 22,4 % |
| | Total | 210 | 100 % |

Table 3 shows the voter's education level, of 210 respondents, there are 24 people or (11.4%) who completed elementary school (SD), there are 26 people or (12.4%) who completed Secondary School (JSS), there are 98 people or (46.7%) who completed upper secondary education (high school), and there are 15 people or (7.2%) who completed the Diploma of Higher Education notch (D1, D2 and D3), and there are 47 people or (22, 4%) who graduated from universities notch S1 and S2. The level of education is closely related to the level of acceptance of the content of the message and meaning of political campaigns. Low levels of education likely to mistakenly interpret the received message.

Table 4: Data of Respondents Occupation on Governor Election in South Sulawesi, 2013 in Enrekang

| No | Occupation | Respondent | Percentage |
|----|------------------|------------|--------------|
| 1 | Civil servant | 22 | 10,5 % |
| 2 | Private employee | 5 | 2,4 % |
| | Entrepreneurship | 75 | 35,7% |
| | Farmer / labor | 53 | 34,8 % |
| | Housewife | 17 | 8,1% |
| | Teacher | 5 | 2,4% |
| | Merchants | 5 | 2,4% |
| 8 | Student | 8 | 3,8% |
| | Total | 210 | 100 % |

Table 4 voters that employment levels of 210 people who made the respondents, there are 22 people or (10.5%) who worked as a civil servant (PNS), 5 person or (2.4%) worked as a Private Employees, 75 people or (35.7%) worked as an Entrepreneur, 73 or (34.8%) worked as a Farmer or Labour, 17 or (8.1%) worked as a Housewife (IRT), 5 person or (2, 4%) worked as a teacher, 5 people or 2.4% worked as a merchant, and 8 or (3.8%) are still a student.

Test Validity Issues Variable Native Son

This study used a 5% level of accuracy and the number of samples is 210 people according to Sugiyono (2008), the value of the item questions $r_{table} = 0,138$. Suatu be valid if the value of the correlation between items with a total value of questions that $r_{count} > r_{table}$. Moreover, it can also be seen from the significant value (sig) valid if $sig < 0.05$.

All items question (research instrument) is X1.1, X1.2, X1.3, X1.4, x1.5, X1.6 and x1.7 are used to measure the indicators of the variable regions of issues men have $r_{count} > 0,138$ or $sig < 0.05$. It shows that all items are valid questions to measure the indicator region variable. Dari son issues above table indicated that from 7 to question items used to measure indicators of the sons of issues the average value of 3.68 to a high category.

Test the validity of Political variable money

All items question is X2.1, X2.2, X2.3, X2.4, and X2.5, which is used to measure the indicators of political variables r_{count} money has value > 0.320 . It shows that all items are valid questions to measure indicators money politic variable. Table shows that out of the 5 items of the questions used to measure indicators of political money obtained an average value of 2.35 with a low category

Test the Validity of VARIABLE Political Machine

All items question (research instrument) is X3.1, X3.2, X3.3, X3.4, and X3.5, which is used to measure the indicators of the political machine has a variable $r_{hitung} > 0,320$. It shows that all items are valid questions to measure the indicator variable political machine. From the table above indicated that from 5 to question items were used to measure the

indicators of political machines gained an average value of 3.34 with a low category.

Test the Validity of Voter Behavior Variables

All items question (research instrument) is Y.1, Y.2, Y.3, Y.4, Y.5, Y.6, Y.7, Y.8, Y.9, Y.10, and Y.11 were used to measure the indicators of voting behavior variables have r count $> 0,320$. It shows that all items are valid questions to measure indicators of voters behavioral variables. Table shows that from 1 item questions used to measure the indicators son obtained an average value of 3.34 with a medium category.

Regression Analysis

Table 5 coefficient regression constant values obtained for 7.238, coefficient of 0,781 X1, X2 coefficient of 0.310 and a coefficient of 0.501 X3.

Table 5: Regression Analysis Results Linear of Double Coefficients

| Model | Un standardized Coefficients | | Standardized Coefficients | | |
|---------------------|------------------------------|------------|---------------------------|--------------|---------|
| | B | Std. Error | Beta | T | Sig. |
| (Constant) | 7,238 | 2,094 | | 3,457 | ,001 |
| X1 | ,781 | ,079 | ,360 | 6,311 | ,000 |
| X2 | ,310 | ,071 | ,223 | 4,396 | ,000 |
| X3 | ,501 | ,125 | ,356 | 6,240 | ,000 |
| Multiple Regression | | = 0,710 | | F count | = 0,000 |
| R Square | | = 0,291 | | F table | = 0,000 |
| Adjusted R Square | | = 0,261 | | Significance | = 0,000 |

Accordingly, the obtained regression model the effect of the issue of native son, political money and political machines on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang as the following equation.

$$Y = 7,238 + 0,781X1 + 0.310 X2 + 0,501X3$$

DISCUSSIONS

The results of the study variables description that issue is the son of a high. Indicators used to measure the sons of the soil issue on the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang the issue of men's attractiveness indicator area, display area in a campaign issue of governor candidate Son and candidate of vice governor, growing on Issues Opinion native son, banners on native son, the son of IA campaign message, a message of its native son emotional and motivating message of its native son seventh in the high category. There is a tendency that the classical issues that always appear in the campaign, the officials ruling (incumbent) tends to highlight the achievements that have been achieved, while new candidates emerge usually display issues heroic example of change (change) and anti-establishment. (Cangara, 2009).

The results of the study indicate that the variable description politics of money is low. There are five indicators used to measure money on political election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang the attractiveness indicators of political money, Governor and Vice Governor candidates allot of money, promise to be given money, join the campaign because it distributed money and issue money politics IA performed. This phenomenon is not unique to Indonesia. As written (Denny, 2006) on "Money and Politics", in rich countries the United States is not even a

candidate for election expenditures alone.

The results of the variable description political machine is being. There are five indicators used to measure the political machine in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang indicator of the attractiveness of the political parties, power of party bearer IA, the appeal of the appearance of the bearer party administrators IA, emotional approach is carried by campaigner /speaker IA and participate in socialization conducted campaigner /speaker IA. Sugeng (2003), the concept of formal political machine is often referred to as the separation of powers or the distribution of power.

F test values obtained $\text{sig} = 0.000 < 0.05$, that the multiple regression model fit is used to analyze the influence of the son of issues, political money and political machines on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang. Thus, the first hypothesis which states that the issue of native son, money and machine politics politiksecara simultaneously influence the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang accepted. Political message that was sent there that are informative and there are persuasive (Arifuddin, 2010). In addition, based on the results obtained by multiple regression analysis the coefficient of determination $R^2 = 0.504$, It was shown that 50.4% of the variation in voting behavior variables determined (affected) by the issue of men's variable regions, money political and party as political machine. This means that there are still other independent variables that affect the behavior of voters who are not included in the analysis model, the variation of the magnitude of voter behavior that can be assessed by other variables was 49.6%. Firmanzah (2007), stated that the decision to choose during elections common is the author expressive. Behavior, as for other variables that could be expected to influence the voting behavior in addition to the issue of native son, money politics and the political machine of which, mission vision, persona figure, friendship, ethnicity, culture and religion. Because of the issues and policy is an important topic for the winning campaign (Widarawati *et al*, 2007).

Effect of whom shall issue to the voting behavior of 0.781 with a significance value ($\text{sig} = 0.000 < 0.05$), It is shown that the sons of the soil issue variable positive and significant effect on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang. This shows that when the value of the issue of the rising son 1, then the behavior of voters will increase by 0,781. Dari descriptive analysis results indicate that the effect of high-Regional Issues Son and the average value 3,62. Perubahan voting behavior is also characterized by the mass media and interpersonal communication (Sudaryanti, 2005).

Political variables influence the behavior of voters for money to 0.310 with a significance value ($\text{sig} = 0.000 < 0.05$), It is shown that the money political variables positively affect and significant impact on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang. It is shown that the political value of money rises, then the behavior of voters will increase by 0.310. From the results of the descriptive analysis shows that money political include low category but its average value is only 2,35. According to Taufiqur Rahman (2010), it has been classified by rational pragmatic transactional practices (vote-buying) in which voters reward starts counting of the votes given.

The effect of Machine Political to the voting behavior was 0.501 with a significance value ($\text{sig} = 0.000 < 0.05$), It is shown that the political machine variable positive and significant effect on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 in Enrekang. The value of increased political machine 1, then the

behavior of voters will increase by 0,501. Dari descriptive analysis results indicate that the effect of high regional political machines and their average value is the liaison between the 3,34. Political communication system state, in the absence of good political communication, the political system cannot run properly (Almond *et al*, 2010).

CONCLUSIONS

The issue of native son, money politics, political machine "Inspiration - Aziz" positive and significant give effect on the behavior of voters in the election of Governor and Vice Governor of South Sulawesi in 2013 the county Enrekang. Based on the results of research and observations since the holding of the study, the authors put forward some suggestions as follows: In academic researchers expect to academics and researchers who are interested in doing social research particularly in the field of political communication it is expected that the results of this study can be used as a reference in the development of the field of political communication related with the regional head and region deputy head. Practically, it may be assumed that the election campaign strategy should be carried out a study on public issues that developed in the community, attitude and public expectations, as well as a tendency to segment audiences based on behavior selection.

REFERENCES

1. Ahmad. (1992). *Komunikasi, Media Massa, dan Khalayak*. Hasanuddin University Press. Ujung Pandang.
2. Arifin, Anwar. (2003). *Komunikasi Politik*. Balai Pustaka, Jakarta.
3. Ida.(1998). *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Metods)*. Alfabeta. Bandung
4. Firmazah. (2007). *Marketing politik, Antara Pemahan dan Realitas*, Jakarta, Yayasan Obor Indonesia.
5. Cangara, Hafied. (2003). *Pengantar Ilmu Komunikasi*. PT. Raja Grafindo, Jakarta.
6. Cangara, Hafied. (2009). *Komunikasi Politik. Konsep, Teori, dan Strategi*. PT. Rajagrafindo Persada. Jakarta.
7. Harmin Hatta, 2013, Pengaruh Faktor Isu "Putra Daerah" Dan Aspek Organisasi Dalam Komunikasi Kampanye Pada Pemilihan Gubernur Dan Wakil Gubernur Provinsi Sulawesi Selatan Tahun 2013 Di Kabupaten Enrekang, Tesis, Program Pascasarjana Komunikasi Universitas Hasanuddin, Makassar.
8. Muliana. (2004). *Komunikasi Politik*. Remaja Rosdakarya Bandung.
9. Setiyono. (2008). *Iklan dan Politik*, Jakarta, AdGOAL.Com.
10. Rosady. (2000). *Kiat dan Strategi Kampanye Publik Relation*. Edisi kedua. PT. RajaGrafindo Persada, Jakarta.
11. Sendjaja, dkk. (2009). *Teori Komunikasi*. Universitas Terbuka, Jakarta.
12. Sugiono. (2008). *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Metods)*. Alfabeta. Bandung.
13. *Undang-Undang Republik Indonesia No. 12 tahun 2003 tentang Pemilu*. (2004). Bandung: Citra Umbara.

